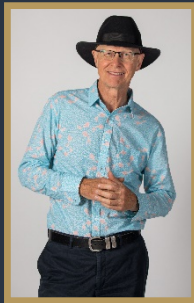




TRAVEL CLUB

INTRODUCTION



Our world comes to life at West Travel Club

Stephen Scourfield
Travel Editor

To be frank ... well, it's a bit odd. Even to me, it's a bit odd.

The best read sections of The West Australian are the Travel supplement in West Weekend on Saturday, and Thursday Travel in The West — by a long shot.

Next is Sport (well and truly kicked into touch).

Then comes food, health, entertainment, TV, music, celebrities, homes and gardens, personal finance, real estate, business and motoring.

And do you know what people say next? “Yeah, well people are travelling a lot.”

Yeah — well, everyone's on the internet, too. Yet in 2019, we've had the biggest start ever to a year, *in print*. Go figure.

Our readership is highly engaged, loyal, active ... following us, reacting to what we write, and travelling. In print alone, Saturday Travel and Thursday Travel *each* have around 230,000 loyal, bolted-on readers each week.

Digitally, our audience follows us at sevenwesttravelclub.com.au and thewest.com.au, and through our weekly and dedicated eTravel edm and social media.

And we've stepped up that relationship through West Travel Club.

Our Travel Club Show, recorded and edited in the studios of Channel 7 and streamed, is top quality TV on the net.

Our events are polished. This year, we'll present at two Big Travel Quizzes, two Round the World Dinners, An Evening in (a particular destination), Meet the Team events and information nights.

The audience loves our Photo Walks and photographic tutorials and they join us on Travel Club Tours — India, Oman, Madagascar, Ethiopia, Antarctica and Europe which are run only in partnership with travel client partners.

We care about your business and want to enhance our offer to you. We want you to be successful.

We care about our audience and we want them to find your services, in which we have great confidence.

And that will keep us *all* right at the top of the ladder.

Statistics: emma CMV 1 Nov 2017 – 31 Oct 2018



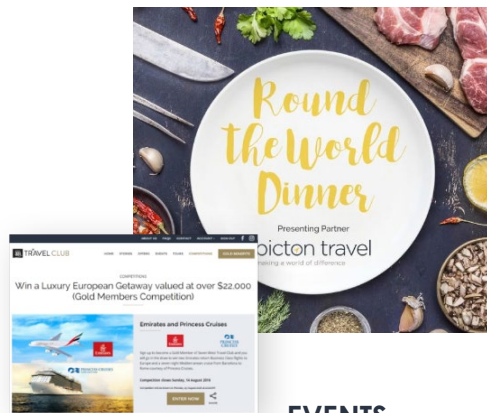
PRINT



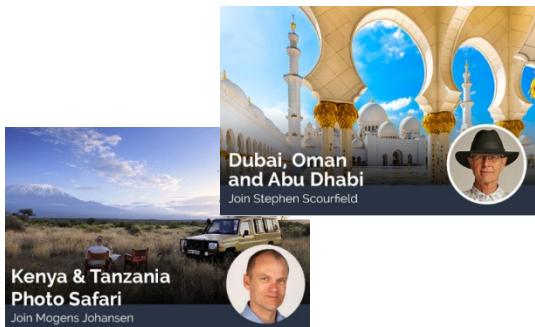
MEMBERSHIP



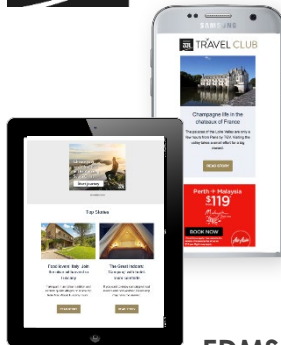
VIDEO



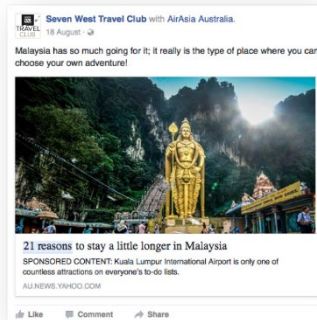
EVENTS
& COMPETITIONS



TOURS



EDMS



SOCIAL



SPIRIT FM 'TRAVEL TALK'
WITH STEPHEN SCOURFIELD

Our Travel Environment



Print

Travel Thursday
Weekend Travel
Escape
West Weekend Mag
STM
Opportunities
Sponsored content
on West Travel Club
Sponsored
Centrepiece in Print
Print Ad placement
Digital ad placement



Video

The Travel Club Show
On the Road Video

Opportunities
Sponsored Travel Club
Show
Branded Video
Pre rolls – TVC



Events

Round the World Dinners
An Evening In...
World on a Plate, café style
Meet the Teams
Travel Essentials Guide & Event
Photography Walks/Tutorials
Regional WA Events
Bespoke Events made for
Partners
Opportunities
Sponsorships / Partnerships
available

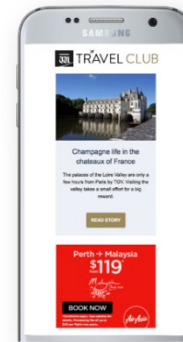


Tours

Exclusive Tours for Travel
Club Members hosted
by Seven West Media
Talent

Opportunities

Partner with West Travel
Club for an exclusive
Tour



EDMS

Weekly Travel EDM

Opportunities

MREC placement on
Travel EDM
Solus EDM



















Competitions

Exclusive competitions
for Travel Club members

Opportunities

Partner with West Travel
Club in a member
competition

EVENT CALENDAR 2019

 Photo Event 1 So you got a new camera for Christmas...	 Antarctica Info Night	 Travel Quiz	 Photo Event 3 Low Light Kaleidoscopes Morgens Johansen		 Photo Event 4 The Basics with Morgens Johansen	 Bastille Day	 Photo Event 6 UWA with Morgens Johansen	 Travel Quiz	 Round the World Dinner with Stephen Scourfield	 Antarctica Tour with Stephen Scourfield		Orient Express with Stephen Scourfield 2020
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2020
Festival of Writers Week: - Elsewhere launch performance - There are Strings Attached - Best Job in the World - Picture this Place	 Ethiopia Tour with Stephen Scourfield		Round the World Dinner with Stephen Scourfield 		 Britain Info Night	 Photo Event 5 City Shoot with Morgens Johansen	New Norcia Writers Festival Travel Performance	 Travel Essentials in Store Event with Stephen Scourfield		 West Travel Club Sundowner		Britain & Europe with Stephen Scourfield May 2020 Oberammergau Tour with Will Yeoman August 2020

THE WEST | homepage takeover

Own the news of the day across WA with a takeover across thewest.com.au.

The homepage takeover is the perfect ad placement for mass awareness or campaign launch as it allows an advertiser to reach a large audience with strong frequency across all ad units on both mobile and desktop platforms.

What assets are included?

Billboard 970x250 (1st and 2nd position)
Leaderboard 728x90 (1st and 2nd position)
Half page 300x600
Skins
Mobile banner 320x50
MREC 300x250



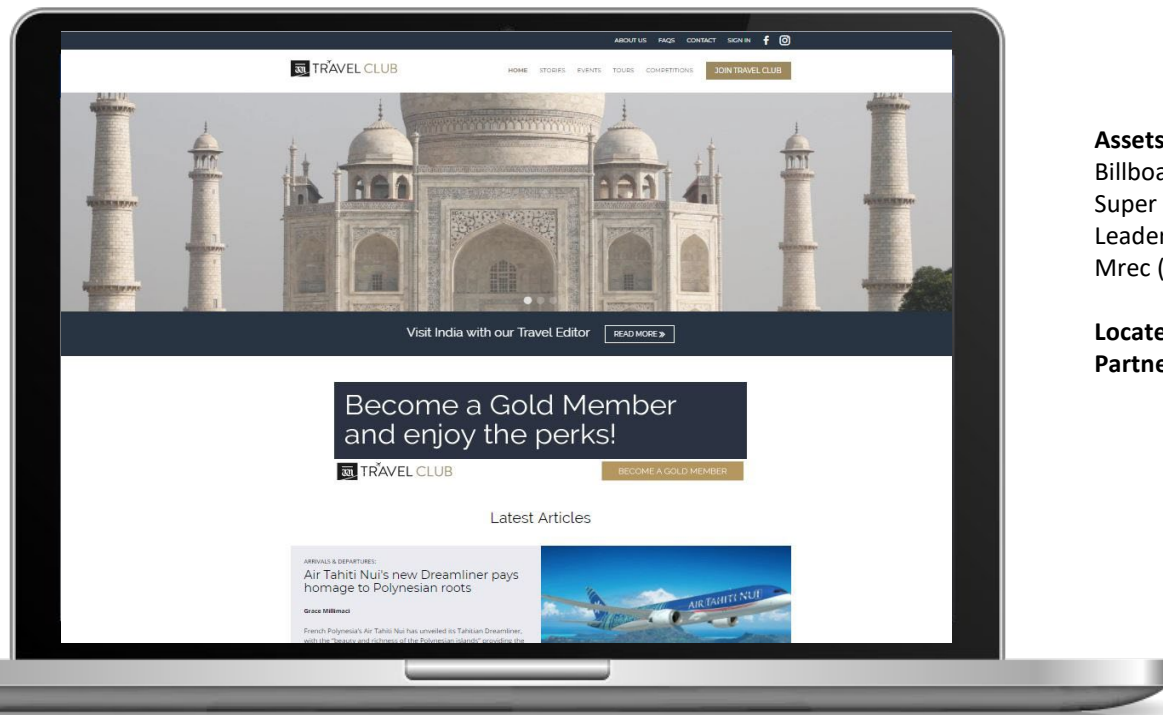
THE WEST TRAVEL | section takeover



Sectional takeovers provide advertisers with contextual relevance. We can target just an index page or an entire section or sub-section.

*Racing takeover shown as an example

WEST TRAVEL CLUB | Leaderboard



Assets available on The West Travel Club homepage:

Billboard (970x90)

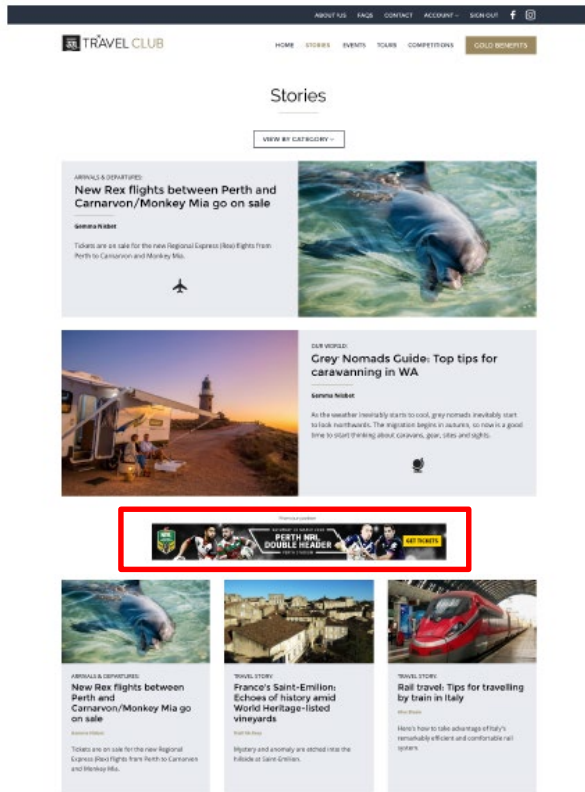
Super leaderboard (970x90)

Leaderboard (728x90)

Mrec (300x250)

Located under the hero Carousel. Has a large "From our Partner" heading above it

WEST TRAVEL CLUB | articles & stories



Available ad sizes and locations:

Super leaderboard (970x90)

Leaderboard (728x90)

Mrec (300x250)

- Located under the first two story cards
- Located above the pagination buttons on stories
- Located under the first block of text in the on an article
- Located under the category tags and above the related articles

ARRIVALS & DEPARTURES
Great rail journeys: Venice Simplon-Orient-Express adds opulent new suites



By Gemma Nisbet
Travel Photojournalist
Seven West Travel Club & The West Australian



The new Grand Suites will be the first aboard the historic train to offer private bathrooms and showers.

In further proof that a hot shower at the end of a long day might just be the ultimate in simple luxuries, Belmond is set to add three opulent new carriages equipped with private bathrooms with showers to its Venice Simplon-Orient-Express.

It'll be a first for the historic sleeper train: passengers travelling in its existing accommodations have access to a washbasin in their cabin along with shared WCs at the end of each sleeping car.



THANK YOU



Stories



Offers



Tours



Events



Competitions

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